GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1607
ANSWERED ON:27.11.2007
FUNDS SANCTIONED FOR ADVERTISEMENT
Shaheen Shri Abdul Rashid

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the amount sanctioned by the Government for release of advertisement through Directorate of Advertising and Visual Publicity (DAVP) to news papers published from Jammu and Kashmir during the financial years 2005-06 and 2006-07, news paper-wise; and

(b) the steps taken/proposed to be taken by the Government to increase the fund for this purpose?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): There is no special budgetary provision earmarked for release of advertisements for any State, including the State of Jammu & Kashmir. However, details of amount spent on Government advertisements in newspapers published from Jammu & Kashmir during 2005-06 and 2006-07, newspaper-wise is given at Annexure.

(b) : In the New DAVP Advertisement Policy, effective from 2nd October, 2007, clause 26 provides that efforts will be made to release more advertisements to newspapers with special emphasis on North-East, Jammu & Kashmir and other remote areas.